

Department of Financial Protection and Innovation

Position Duty Statement

DFPI HRO 203 (Rev. 07-2021)

NAME	EFFECTIVE DATE
CLASSIFICATION TITLE Information Officer I (Specialist)	POSITION NUMBER 410-000-5601-xxx
WORKING TITLE Media Relations Specialist	DIVISION/OFFICE/UNIT/SECTION Communications
BARGAINING UNIT R01	GEOGRAPHIC LOCATION

General Statement: Under the general direction of the Deputy Commissioner of Communications, the Media Relations Specialist is responsible to assist in the facilitation of departmental media relations strategies, provide writing, speechwriting, and social media support for the Communications Office. Duties include, but are not limited to, the following:

A. Specific Assignments [Essential (E) / Marginal (M) Functions]:

45%(E) Provides strategic guidance to help build and execute a media relations strategy that will allow the Department of Financial Protection and Innovation (DFPI) and its leaders grow its local, state, and national profile. Working closely with and under the guidance of the Deputy Commissioner of Communications, to develop media pitches, write media releases, develop and help place opinion and editorial pieces, and help coordinate media interviews and press events. With direction from the Deputy Commissioner of Communications, the Media Relations Specialist will help formalize a media strategy based on upcoming enforcement actions, reports, consumer alerts, major policy announcements, internal news, and the launch of new services. Works to build deep relationships with financial, business, financial technology, and consumer reporters throughout the United States and engages community, government, and stakeholder partners to maximize news and messaging reach.

25%(E) Assists the Deputy Commissioner of Communications with internal communications support and provides strategic and organizational support on storytelling campaigns to personalize the department, its employees, and its mission. Works closely with the Deputy Commissioner of Communications to produce speeches, talking points, and help edit consumer alerts, the Bulletin, agency reports, and other materials. As a member of the DFPI communications team, offers research and critical feedback on press releases, speeches, and other communications and messaging initiatives. Works with the Digital Director to develop and deploy a digital marketing strategy in tandem with news releases and other major media announcements and helps repurpose and transform major speeches, press releases, reports, consumer alerts, and other department

information for digital channels, including social media, infographics, website landing pages, and more.

15%(E) Provides recommendations on website improvements to keep the site as current, informative and navigable as possible. Works closely with the Education & Outreach team on joint communications strategies, including financial literacy, fraud awareness, student loan servicing initiatives.

10%(E) Keeps abreast and maintains expertise in consumer-related policy, legislation, and regulatory developments that may affect the DFPI, as well as innovations in the financial services and products sector to prepare relevant materials and keep up with trends. Develops relationships with other information officers throughout the Agency, government, and nonprofit and community groups to collaborate on information and education campaigns.

5%(E) Performs other job-related duties as required.

B. Supervision Received

The Media Relations Specialist reports directly to and receives the majority of assignments from the Deputy Commissioner of Communications.

C. Supervision Exercised

None

D. Administrative Responsibility

None

E. Personal Contacts

The Media Relations Specialist will have frequent contact with DFPI employees at all levels including Executive staff, DFPI stakeholders and licensees, other governmental agencies (i.e., Local/federal), Media stakeholders, Legislative staff/Governor's Office and the general public.

F. Actions and Consequences

The potential positive impacts of this role are numerous, but the consequence of error if the role is performed inadequately, include but is not limited to:

- 1) Missed opportunities in outreach and media placement
- 2) Errors or omissions leading to poor or inaccurate news coverage and poor or inaccurate education and outreach to consumers and licensees.
- 3) Media and communications outreach errors can pose low to critical challenges for the Department.

G. Functional Requirements

Work remotely and/or in an office setting in the Sacramento, San Francisco, Los Angeles, or San Diego area.

Frequently:

- Sitting at a desk, in a chair, and in front of a computer screen.
- Moving/walking about the office and standing or sitting during in meetings.
- Using a multi-line telephone console or a cordless telephone with headset.
- Utilizing MS Teams to connect with DFPI staff during remote working.
- Bend (neck and waist), squat, kneel, and twist (neck and waist).
- Perform repetitive hand motion, simple grasping, fine manipulation, pushing and pulling with right and left hands.

Occasionally:

- Reaching (above and below shoulder level).
- Traveling via private or public transportation (i.e., driving automobile, airplane, etc.) including overnight travel may be required.
- Lifting and carrying up to 20 pounds.

H. Other Information

Knowledge of: Techniques of preparing, producing and disseminating information, utilizing all major media of communication; principles and techniques of establishing and maintaining good relations with news media and other public groups; California State Government and principles of public administration.

Ability to: Write, edit, and prepare for publication or reproduction news releases, magazine articles, correspondence, booklets, brochures, pamphlets, magazines, reports, speeches, scripts for radio, television or motion pictures, and other information material; speak effectively; analyze data; assume responsibility for the administration of a public information program.

Special Personal Characteristics: Appreciation of news values; ability to analyze situations accurately and adopt effective courses of action; demonstrated capacity for assuming progressively greater responsibility; emotional stability under stress; appreciation of the need to inform and educate the public on various phases of an agency's program; ability to establish and maintain cooperative working relations with the news media and other public groups; ability to gain and hold the confidence and respect of those contacted in the work.

CONFLICT OF INTEREST

This position is subject to Title 16, section 3830 of the California Code of Regulations, the Department of Financial Protection and Innovation's Conflict of Interest Regulations. The incumbent is required to submit a Statements of Economic Interests (Form 700) within 30 days of assuming office, annually by April 1st and within 30 days of leaving office.

I have read and understand the duties listed above and I can perform these duties with or without reasonable accommodation. (If you believe reasonable accommodation is necessary, discuss your concerns with the hiring supervisor. If unsure of a need for reasonable accommodation, inform the hiring supervisor, who will discuss your concerns with the Health & Safety analyst.)

Employee Signature

Date

Employee's Printed Name, Classification

I have discussed the duties of this position with and have provided a copy of this duty statement to the employee named above.

Supervisor Signature

Date

Supervisor's Printed Name, Classification